

11/10/95 10:23  
715 634 3145  
11/15/95 11:23  
11/15/95 10:27 715 634 3145

DIVISION #1130  
BFLD RJR  
RJR-SALES EXEC. \*\*\* 1610 BUFF. RUN  
081  
081  
16001/002

2 pgs.

**RJ Reynolds**  
Tobacco Company

ROU 10F1

November 15, 1995

D. P. FITZGERALD  
Area Manager - Operations  
North East Sales Area

TO: DM's

P. O. Box 2939  
401 N. Main Street  
Winston-Salem, NC 27102  
910-741-2851

Response due  
11-27-95

**SENT VIA FAX**

Mark Goodman  
Tim Gillespie  
Steve MacLeod  
Rich Mittos  
Rory O'Rourke  
R. D. Snow

Subject: 1996 Dorat P.O.S.

The Savings Group is currently reviewing available P.O.S. pieces to determine which items need to be produced for 1996, and which items can be discontinued. Attached you will find a list of all Dorat P.O.S. pieces along with their recommendation to either produce or discontinue the piece for 1996. The "page #" column refers to the page # in the Dorat Retail Presence brochure, sent to you earlier this year, that the P.O.S. piece is pictured on.

We would appreciate you providing us with your recommendation on whether the pieces identified for discontinuation, should be discontinued or not. If at all possible, please provide me with your recommendations on or before 11/28/95.

Call if you have any questions.

DM

11/30  
Discontinue all items identified.  
DWK

51845 7570

1626 Duseo 10  
2/2/88

# Doral General Market POS

Description	Item #	SKU	Use	Disposition	Page #
1. 24" Emb Can Trains	485294	10	Lighted 24" Enhanced Canopies	Produce	1
2. 24" Pig Trains	485291	25	Small Sign in Lightboxes, Sign in Lighted End of Tray Kiosk, & Lighted UPNs	Produce	1
3. Flex Side Trains	485342	10	Lighted Flex Side Signs	Discontinue	1
4. 24" Can Trains	485273	10	Lighted 24" Standard Canopies	Produce	1
5. 36" Emb Can Trains	485282	10	Lighted 36" Enhanced Canopies, Light Trainers	Produce	1
6. 28" Canopy Card (Can out)	485270	25	Non-Lighted 28" Standard Canopies	Produce	2
7. 24" Pig Card (2 sided)	485144	25	Doral 9-Try, Large Sign III Channel Holder, UPNs, PFDs, Wire 120	Produce	2
8. 19" Cig Sign Ctr Card	485321	10	Large Cig Sign Center Sign	Discontinue	2
9. 16" Pig Card (2 sided)	485256	20	Lighted Doral 9-Try, Lighted 19" Standard Canopies	Produce	2
10. 12" Header Card	485252	25	Large Sign III Channel Holder w/ Price, UPN, Modified Doral 9-Try Top Sign	Produce	3
11. Channel Strip (2 sided)	485141	25	Doral 8-Try Display, Sign III Channel Strip Holder, UPN, Can Fish Shakes	Produce	3
12. 12" Header Card	485153	25	Doral 8-Try Display	Produce	3
13. Extended Channel Strip (2 sided)	485162	25	Doral 9-Try Display	Produce	3
14. 19" Canopy Card (Can out)	485150	25	Non-Lighted Doral 9-Try, Non-Lighted 19" Standard Canopies	Produce	3
15. Extended Sm PPD Card	485312	50	PPD	Discontinue	3
16. Large PPD Card	485291	50	PPD	Discontinue	3
17. Display Shelf Strip (2 sided)	485310	100	Wire 120, PFD, Slide By	Discontinue	3
18. Sm PPD Card (2 sided)	485303	50	PPD, Sec Door Signs	Discontinue	3
19. Sm Cig Sign Center Card	485324	25	Sm Cig Sign Sign	Produce	4
20. Sign Center Side Card	485315	50	Cig Sign Center	Discontinue	4
21. Extended Large PPD Card (2 sided)	485254	50	PPD	Discontinue	4
22. Carton Starburst (2 sided)	485300	50	Canopy Price Topper, General Carton Fishers Use	Discontinue	4
23. Canopy Price Topper	485064	5	Carton Fishers	Produce	5
24. Faded Shelf Strip (2 sided)	485335	25	General Carton Shelves	Produce	5
25. Pack Starburst	485165	100	Doral 6 & 9-Try Displays	Produce	5
26. 20 Card Trains	485330	12	Offside, Y-Signs, & 1/2 Y-Signs	Discontinue	5
27. Large Canopy Card	485331	12	Non-Lighted Enhanced Canopies (Specialty Item)	Discontinue	5
28. Small Vertical Poster	485351	50	General POS	Produce	8
29. Large Poster	485285	100	General POS	Produce	8
30. Extra Large Poster	485345	25	General POS	Produce	5
31. Special Offer DBRC	485372	25	General POS	Produce	3
32. Special Offer CRC	485375	25	General POS	Produce	3
33. Special Offer 24" Pig March Card	485381	25	General POS	Produce	9
34. Thermal Pieces					
35. PDI Pieces					
36. Special Offer Pieces					
37. 27					
38. Total Pieces					

- ① NO USE FOR 24" wires w/ loose channel. Loose + order steel & steel steel wires for use.
- ② Sign have max decoration in field for tall. Green 1" is green sign.
- ③ Sign have max decoration in field for tall. Green 1" is green sign.
- ④ NO USE FOR 3 ROLLERS 1 Small 11 loose is fine.

1654 54815